



From left to right, Tom Frazier, print shop manager, looks over campaign materials with Chancellor John Bardo and campaign leaders Judy Dowell and Gurney Chambers.

Special Edition

Chancellor Launches Historic Campaign GOAL SET AT \$40 MILLION

"The people of North Carolina have been very good to their universities, but excellence requires additional resources."

Western Carolina University Chancellor John W. Bardo officially launched on Tuesday, Feb. 20, the first comprehensive fundraising campaign in the university's 118-year history, a drive to raise at least \$40 million in private support to enhance institutional quality.

Bardo's announcement of The Campaign for Western came during his State of the University address, "Esse Quam Videri." The title is borrowed from the North Carolina state motto, which means "to be rather than to seem." In his address, only the second State of the University speech in his nearly 12 years as WCU chancellor, he focused on excellence—and the steps necessary to continue raising the academic bar at Western.

One major step in enhancing the institution, Bardo said, is to supplement existing resources with additional private-sector support through the campaign, whose theme is "Creating Extraordinary Opportunities."

"The people of North Carolina have been very good to their universities, but excellence requires additional resources—especially focused resources that address specific quality questions," he said.

As the campaign case statement says, "Throughout American higher education—in North Carolina and elsewhere—the level of private support tips the balance, turning good universities into great universities. Good faculties and academic programs into great faculties and programs. Good graduates into great graduates."



YOU DECIDE WHERE YOUR GIFTS
WILL HAVE THE GREATEST IMPACT

Campus Participation is the Key to a Successful Campaign

Dear Colleagues:

Western Carolina University is launching its first-ever comprehensive campaign, and the initial phase of the effort will focus on the WCU family, which comprises the faculty, staff, Board of Trustees, and Foundation Board. You can expect one of your colleagues to approach you soon about making a contribution to your university.

If you are like me, requests for money typically evoke one or all of the following reactions:

"I already contribute to Western; I pay taxes."

"I would like to help, but right now, with all my expenses, I just can't afford to."

"I don't make a lot of money; charitable giving is an obligation of the wealthy."

While these or other similar initial reactions are understandable, I hope that upon reflection you will decide to respond positively to your colleague's request for a contribution for the following reasons:

Western, the place where we work and spend a good part of our daily lives, will become the university we want it to be only when it has access to resources exceeding those provided by the state.

Many people have a problem making ends meet at least on occasion, while others confront the problem continuously. Recognizing and appreciating this reality, the on-campus campaign is placing greater importance on the number of people who contribute rather than on the amount contributed.

Generosity is not a trait restricted to the higher-income individuals in our society; often those with the fewest resources are the most generous. Rich or poor, the generous are active participants in worthwhile endeavors. The size of their gifts is determined by their fiscal capabilities and obligations, but they do give.

Please help Western create extraordinary opportunities for its students, staff, and faculty by participating in the campaign to the full extent your resources permit. Through the campaign, you may designate your gifts to where you think they will do the most good.

Remember, how much you give is less important than that you give. One hundred percent participation of the university family is our goal. Reaching this goal is important because unless we demonstrate our enthusiastic support of the campaign, we will be less successful in attaining the support of generous donors from outside the university. The most common question asked from potential major donors is this: "How many of your own people contribute to the university?" Wouldn't it be great to be able to answer, "All of us do."

We'll stay in touch as the campaign progresses.

Sincerely,

Gurney Chambers
Former Dean, College of Education and Allied Professions
Chair, Faculty/Staff Component of Family Gifts Division

Scholarships Help Students Realize Their Dreams

Ramona Dowdell is deeply committed to helping people. That's clear in her choice of social work as a major, in her service as a volunteer in a wide range of community activities, and in her determination to set up a community youth center some day. Dowdell was honored as a Medford Scholar not only for her volunteer work, but also for her leadership in encouraging other students to become involved in community service and to reflect on the value of that service.

The Medford award includes a partial scholarship, which is a key part of Dowdell's tight budget. To pay the rest of her college expenses, she works as an orientation counselor in the summer and as a resident assistant during the school year. She also is receiving loans through a federal program for higher education. With that combination, Dowdell hopes to have a debt of no more than \$10,000 when she graduates.

"I will value my education more because I had to pay for it myself," she said. "I'm grateful for the scholarship, and I wish more students could get one. When you dream of becoming a doctor, or a lawyer or a teacher, and you don't have the money to get through school, your dreams are lost. You can't think of a scholarship as 'free money,'" she said. "You have to be qualified and keep your grades up. You have to work for it."

Dowdell's work as a Medford Scholar involves serving on an advisory committee, making presentations to her peers, and maintaining a 3.0 grade point average or better. But it's the service requirement she really loves. Get her to tell you about helping an 80-year-old Louisiana man find a photo of his mother in a house that Hurricane Katrina left swamped in stinking sludge. Would she do it again? Absolutely. "Helping others gives you a whole different perspective on life," she said. "It makes you feel good."

That feeling—and the opportunity to help students who will go out and help others—is something to keep in mind when you consider your own participation in the Campaign for Western.



Medford Scholarship recipient Ramona Dowdell



Stevens Scholarship recipient B.J. Pendry

Contributions Provide Student Recognition – And Nutrition

Unlike some scholarship funds that require recipients to have very specific qualifications, the Charles J. Stevens Fund says simply that the money must go to a rising junior or senior who is studying political science. As a matter of practice, of course, the department gives the award to its most outstanding students.

One of them, B.J. Pendry, received that award in 2005. Pendry, a senior from Wilkesboro who also has won the department's highest non-monetary honor for academic excellence, said he used the \$1,000 Stevens Scholarship to help cover the cost of meals for a year. Equally important to him is the satisfaction of receiving recognition—a pat on the back for working so hard. “One of the great

things about Western is that faculty pay attention to their students. The scholarship is a great way to say ‘good job.’ I really appreciate that,” he said.

The head of the political science department, Niall Michelsen, who has nominated many students for awards through the years, said faculty appreciate the opportunity to acknowledge their best students every year. “It is a true pleasure to bestow these scholarships because it signifies how the department values academic achievement,” Michelsen said. As an added benefit, he said, they also honor the memory of two former department chairs, now deceased, whose family and friends gave enough money to establish endowments for the annual scholarship awards.

Pendry, who is very active in Greek life and leadership, is nearing graduation and considering his career options. He hasn't yet decided whether to earn a doctorate and teach or become professionally involved in student life at the university level. One thing is certain, however. He believes that his experiences at Western, and the confidence he has gained through recognition of his many achievements, have created extraordinary opportunities for a successful future.

Contributing to the Campaign for Western will make it possible to pat other outstanding students on the back. They deserve it.

CREATING *extraordinary* OPPORTUNITIES

THE CAMPAIGN FOR WESTERN

Western Carolina University stands at an extraordinary moment in its 118-year history. The University has experienced unprecedented growth. In enrollment. In faculty. In magnet programs preparing students for careers and leadership in a 21st-century world. In state-of-the-art facilities. In space for campus expansion.

Some of the nation's finest professors teach and conduct research on our campus. The construction management program is bursting at the seams, having grown from 26 to 350 students in just four years. Forensic anthropology ranks among the most popular career tracks in the Southeast. Electronic media labs include the finest digital audio and video equipment in the United States. Theatre students learn from the best of Broadway. The marching band trains under the baton of a hall-of-fame director. Business students enroll in classes and seminars led by the nation's foremost economic forecaster. You get the idea. Western's

instructional faculty are a point of pride. And we're looking for more just like them.

The future for gifted students of all ages—as well as the success of our businesses and our communities—depends on access to a world-class education, an education that prepares graduates for successful careers in an increasingly complex and global society, for leadership in business and government, and in communities where they choose to live. An education that we have come to identify as a Western Carolina University education.

Throughout American higher education, the level of private support tips the balance, turning good universities into great universities. Good faculties and academic programs into great faculties and programs. Good graduates into great graduates.

For the first time, Western Carolina University is asking its alumni and friends to help provide that level of private support.

Making the Case for the Campaign

Western Carolina University is among the most efficient and affordable universities in North Carolina. Improving that position in today's higher education marketplace has become increasingly difficult for the University, just as meeting the costs of higher education has become ever more difficult for students and their families. Great faculty teaching ever-evolving programs in our ever-changing world are essential to a great education. Stronger private sector support is necessary for Western to overcome those obstacles and position our students to succeed in a competitive, global environment.

Almost 43 percent of the \$174,751,262 required to operate the University in fiscal year 2006 was supplied by state appropriations; 16.4 percent by student tuition and fees; 13.5 percent by auxiliary enterprises, such as dining halls and residence halls; the remaining 27.3 percent by grants and contracts and miscellaneous non-operating sources.

Student costs for Western's world-class education are among the lowest in the state—\$8,405 for

academic year 2006. Yet 73 percent of freshmen who entered Western in August 2006 found it necessary to request financial aid. Sixty-eight percent of applicants were awarded grants, scholarships, or loans. Scholarships and grant awards averaged \$4,696 per recipient. Forty-nine percent of freshmen needed additional money and secured loans averaging \$2,998.

Scholarships and grants simply are not available to meet the level of need. More and more students must borrow more and more money to complete their education or find jobs, replacing education with work and delaying graduation. Seventy-five percent of Western's students require longer than four years to earn a four-year degree. The average student owes \$17,782 in loan repayments at graduation.

Extending time to graduation creates a triple whammy. State taxpayers must appropriate more money, students wishing to enroll find seats already occupied by students extending their collegiate journey, and in all too many instances students on slower graduation tracks must borrow more.

Creating Extraordinary Opportunities

Western Carolina University's ability to compete successfully on these fronts will define to a great extent the future of Western North Carolina, and, indeed, the future of North Carolina, the success of our children and grandchildren, our economy, and our communities. To that end, Western seeks to expand significantly private support in three crucial areas:

- 1) Scholarship endowments to ensure access to a Western education and ease the financial burden for academically talented young men and women. Scholarship endowments may be created to support any academic course of study or athletic program.
- 2) Endowed professorships that will make it possible for Western to attract and retain the very best teachers, scholars, and creative minds in many different fields

of study. So important to North Carolina is this initiative that state government matches private contributions for this purpose—dollar-for-dollar at four levels from \$250,000 to \$1 million.

- 3) Program endowments that will enable faculty to broaden educational experiences for students in all disciplines.

That is the challenge in this, Western's first major fundraising effort.

Those who came before us paved the way for our generation. Now it is our turn to create extraordinary opportunities for the generations of young men and women counting on us. Together, we can succeed.

Now is our time.

Faculty and Staff Can Help Vitalize Scholarships

Too many top students miss out on Western for one reason—scholarships somewhere else, said Betty Farmer, professor of communications. “We cannot compete with other universities right now when it comes to scholarships. We have great professors and programs, and it’s a shame scholarship funding sometimes keeps us from attracting the best students,” said Farmer.

“We can help turn that around through the campaign,” she said. “A lot of us contributing even a little will add up. I hope every faculty and staff member will join me in contributing some amount. It’s so trite, but it is true: Together we can make a difference.”

Farmer also encouraged faculty to share with the development office the names of former students who could now give back. Farmer said Mike Crisp, a communications graduate, recently contributed to support a public relations conference. “We were thrilled to receive his check for \$500,” Farmer said. “All we had to do was ask.”



Betty Farmer, faculty campaign co-chair

“Sometimes, I think we don’t give because we worry that the modest amount we are able to contribute will not have much of an impact. Every gift is important.”

Campaign Launch Continued from Cover

Bardo told the faculty, staff, students and community members assembled in the Ramsey Regional Activity Center for the address that the university has been in a “silent phase” of the campaign for two years. As the effort now enters the “public phase,” it will continue to focus on three top priorities.

Merit-based scholarships

“We need to actively recruit the very best students available if Western is to improve its overall academic quality,” Bardo said.

Program support

“Existing faculty members and academic programs need additional funding if they are to continue to push for excellence,” he said.

Endowed professorships

“No university is better than its faculty,” he said. “Endowed professorships give us the ability to attract seasoned, accomplished scholars who can push us to be even better than we are.”

The university’s goal is to complete the campaign during the 2009-2010 academic year, Bardo said.

“Initially, when we talked with alumni and supporters in a formal

fundraising study, we were told that Western would have to stretch to raise \$20 million. The university had never attempted to raise that level of funding before, so this seemed like a very large number,” he said. As the university progressed through the two-year silent phase of the campaign, he said, “We came to believe that both the need and our potential were greater than that.”

Bardo also told faculty and staff members that their support of the campaign is crucial to its success, and that the percentage of faculty and staff who participate is more important than the amount of each individual contribution.

“The ‘family’ portion of the campaign is very important in that your participation—at any level—helps our alumni and friends understand how important this fundraising effort is for the future of the university,” he said. “The higher the participation rate by faculty members and other members of the university community, the more viable the campaign.”

Bardo gave some examples of faculty and staff members who have identified needs in their

respective areas of the university and have taken decisive action to meet those needs. Faculty members in the departments of music and emergency medical care recently created scholarship funds for students in those disciplines—and have reached into their own pockets to pay for those scholarships, he said. The university’s Staff Forum has set up a scholarship fund designed to help university employees and their family members attend Western.

“This is the type of effort that makes it easier for us to approach outside donors,” Bardo told the faculty and staff. “We have a great story, and your efforts have given us specific examples of commitment.”

The additional resources that the campaign will bring to Western will enable the university to take the next steps in improving its overall quality while maintaining its traditional emphasis on meeting the educational needs of the people of Western North Carolina and the rest of the state, he said.

The complete text of the address can be found on the Web site, <http://campaign.wcu.edu>.



Tom Frazier, staff campaign co-chair, and son Patrick, a WCU senior

Campaign Is a Chance to “Take Care of Our Own”

Print shop manager Tom Frazier worries about the children of the people who work here. “We have worked together to make so many improvements to WCU, and I don’t want the opportunity to be a Western student to be out of reach financially for our sons and daughters,” said Frazier, a proud father of a Western student.

Frazier urged university employees to come together to help protect that opportunity for their families through the comprehensive

campaign. Contributions can be directed to specific programs and scholarships. “For staff members, the Staff Forum Scholarship could be the difference in one of our own children being able to attend Western or not,” said Frazier. “If we all give some, as a group, we can make a difference. Every little bit helps make that difference.

“This is an investment in ourselves—to put some seed money for our own kids. Let’s take care of our own.”

“Sons and daughters of the staff at Western should have the opportunity to be students at Western.”

Campaign Leaders

Chancellor John Bardo

Campaign Chair

Phil Walker '71

Former Chair of the WCU Board of Trustees, BB&T Bank Executive

Family Gifts Division

Adelaide Key, Chair

Member of the UNC Board of Governors, Former chair of WCU Board of Trustees

Joan MacNeill, Board of Trustees Liaison

Member of the WCU Board of Trustees

Joe Crocker '74, Foundation Board Liaison

Member of the WCU Foundation Board, Former chair of WCU Board of Trustees

Gurney Chambers '61, Faculty/Staff Liaison

Former Dean of the College of Education and Allied Professions, Former President of the Southern Association of Colleges and Schools

Leadership Gifts Division

Jeanette Hyde, Chair

Member of the WCU Board of Trustees, Former Ambassador to the seven Eastern Caribbean nations of Barbados, Dominica, St. Vincent, St. Lucia, Antigua, Grenada and St. Kitts-Nevis

Wes Elingburg '78, Vice Chair

Current Faculty and Staff Council

Gurney Chambers '61, Chair

Betty Farmer, Co-chair

Tom Frazier '79, Co-chair

Senior Advisory Council for Retired Faculty

Gurney Chambers '61, Chair

Guy Burchfiel '50 and '54

Barbara Capps '61

Judy Dowell '68

Bill Kirwan

Harry Ramsey '59

Doug Reed

Steve White '67

Campaign Executive Director

Jim Manning '74

Campus Campaign Director

Brett Woods

Faculty and Staff Support Scholarships



Sue and Jack Wakeley (center) meet student athletes (from left) Zeb Johnson, Mike Malone and Annie Bailey.

Student-Athletes Benefit from Wakeleys’ Gifts of Time, Money

When Jack Wakeley, former vice chancellor for academic affairs, stepped down from administration and returned to teaching, he was looking for a way to get back in touch with students. Wakeley, who served a year as interim chancellor after the retirement of Myron Coulter in 1994, became a volunteer assistant for the track, field and cross country squads. “It just seemed a good choice,” he said. “Both men and women are involved, with athletes ranging from freshmen to almost-graduated seniors. It would give me a chance to be physically active and outside, plus I figured I could probably be of use to Danny Williamson, a coach responsible for six sports and about 100 athletes.”

At an end-of-year athletics banquet, Wakeley noticed no scholarship awards were presented to students in track, field or cross country. That’s when he and wife Sue made a gift of \$12,000 to provide scholarships in those sports. The fund, which has grown to more than \$22,000, provides assistance to one female and one

male student-athlete every year. Recipients of the Sue and Jack Wakeley Scholar-Athlete Award must hold a grade point average of 3.0 or better, and must have tallied points in a conference championship meet. “Recognizing both men and women was important to us,” he said. “We believe the emergence of women’s athletics has been good for education at all levels and good for society, and we wanted to show our support.”

The Wakeleys say athletes are just one example of the many special groups of talented students—including those in music, art, drama and other areas—who benefit from private support. “We selected athletics for support because it has given us personal support and pleasure,” Wakeley said. “In the bigger picture, athletics helps our university’s recruiting efforts, brings good students to campus who might not otherwise be able to come, provides a link between our here and now and our alumni, and provides a way and form of teaching that is not otherwise available on campus.”

WESTERN CAROLINA UNIVERSITY

fifth annual
Spring Literary Festival
march 26–29, 2010

CHARLES BAXTER • FLEDA BROWN
CATHERINE CARTER • GISH JEN • FARNOOSH MOSHIR
TANURE OJAIDE • R.T. SMITH • NICK TAYLOR

All events are free and open to the public. All events take place in the UC Theatre.

for more information
Western Department of English
828.227.5269
mladams@wcu.edu

www.LitFestival.org

The Spring Literary Festival is a proud member of the Western Carolina University Foundation.

Departments Create Scholarships to Attract Top Students

Members of the music department faculty recently hit just the right note of support for students at Western, orchestrating a new scholarship to help attract talented music majors to Cullowhee and digging into their own pockets to move the award from an idea to a reality. The WCU Music Faculty Scholarship, which will be awarded to an incoming freshman student for the 2007 fall semester, is just one example of the many types of giving opportunities available through the Campaign for Western.

For music faculty members, the scholarship is simply a matter of seeing a need and acting to meet that need, said Will Peebles, department head. "It is great to see the faculty pull together to make this scholarship happen," said Peebles. "Western's department of music has only 25 percent of the scholarship money it needs to be competitive for the state's top music students."

The music faculty members aren't the only professors who have decided to direct their gifts to help students within their own department. Faculty from the emergency medical care program also are creating a new scholarship

fund for deserving students who are preparing for careers in emergency health care. "There is a huge shortage of qualified paramedics, and we want to do something to try to make it a little easier for people to get into the profession," said Mike Hubble, director of the EMC program. "This is our small way of giving something back to our profession and to our program."

The music and emergency medical care scholarships are both "annual" scholarships. Unlike endowed scholarships, in which the dollars awarded to students come from the interest earned from investments, annual scholarships must be replenished every year through new gifts said Brett Woods, campus campaign director. "Every dollar raised through an annual scholarship goes directly to students to help meet the cost of their education at Western," Woods said. "Contributions to annual scholarships are an important part of the overall private support necessary for the university to continue to meet the needs of deserving students."



Will Peebles leads the Gamelan Ensemble.



A fund established by Nancy Joyner supports the annual Literary Festival.

Faculty Enrichment Fund Helps Broaden Horizons

Joining the English department at Western for Asheville native Nancy Joyner felt like coming home. The mountains had fostered a friendly and cohesive faculty community, and Joyner welcomed the chance to be part of it. The out-of-the-mainstream location presented challenges, though. "People don't just happen to come by Western, so it took some extra effort to attract good speakers who had made their mark in the literary world to visit Western," said Joyner, who taught for nearly 30 years. "Then, when we did get a speaker, we had to use our own money for a dinner or celebration."

The need compelled her to create The Nancy Joyner English Faculty Enrichment Fund, an endowment that generates money to help the English department in such ways as funding academic faculty travel, social events for visiting scholars, or other activities that would support the faculty.

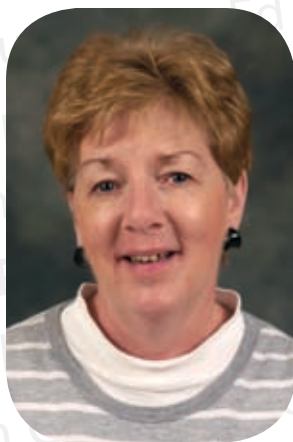
"A university should offer broad cultural experiences and awareness to expose students to what is possible—to broaden their horizons," Joyner said. "We can do that in such ways as having different and interesting individuals who have made their mark come to campus, and sending our own faculty out to other communities."

Elizabeth Addison, head of the English department, said the support has made a difference in such ways as funding receptions for the annual Literary Festival, which brings established and emerging writers together in Cullowhee, and entertainment for visiting writers or prospective faculty members. The fund also has supplemented faculty social events, travel support and research expenses. "Dr. Joyner was enormously generous as a professor and she highly valued both scholarship and collegiality," Addison said. "Those of us who know her well see these uses as honoring her legacy."

Loyalty Fund Makes a Difference for Outstanding Students

Lila Buchanan knows the value of Western as a Cullowhee native, Catamount alumna and WCU employee for nearly 30 years. That's why Buchanan, an administrative officer in the development office, gives to the Loyalty Fund and encourages others to join her.

The Loyalty Fund not only supports the Honors College, recruitment, student achievement awards banquets, the University Scholar Award, the Outstanding Support Staff Award, the Chancellor's Distinguished Teaching Award and alumni activities, but also fuels



Lila Buchanan

merit-based scholarships for more than 100 students every year.

"It feels good to know my contribution was part of scholarships that make Western more affordable for outstanding students," Buchanan said.

Students who have benefited from Loyalty Fund-supported scholarships include Kelisa Underwood, a sophomore from Macon, Ga. Even though coming to Western meant paying out-of-state tuition, Underwood sensed WCU was where she should be to pursue her dream of becoming a music therapist. So, she struck an agreement with her parents that she would attend Western as long as scholarships helped defray the cost.

"A lot of little things kept adding up to show Western was where I belonged," said Underwood. The Honors College appealed to her, and today she enjoys the social activities and small, challenging classes. Underwood recently began working on an undergraduate research project centered on cognitive mapping.

Underwood also invests a lot of time in the marching band. "I had 300 instant friends when I came to campus, and there is just nothing



Kelisa Underwood, who wants to be a music therapist, practices French horn.

like being out performing in that stadium," she said. She believes music has power, and that's why she hopes to incorporate music into therapy to help children cope with traumatic experiences such as abuse. "Dvorak's Ninth Symphony is one of my favorites," she said. "I listen to it to when I get upset and feel better."

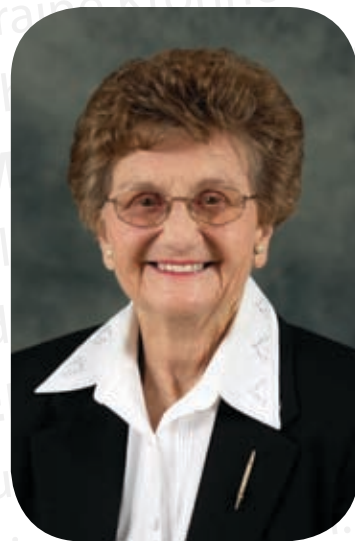
The Need for Scholarships Remains a College-Life Constant

A lot has changed since Barbara Capps earned a two-year degree from what was then Asheville-Biltmore College (now the University of North Carolina-Asheville) in 1952. What has not changed is the need to help students cover their college expenses. "My parents didn't have the money to go to college themselves. They really sacrificed to help me get that first degree," Capps said. Now, with a bachelor's degree from Florida State, a master's degree from Western, an educational doctorate from Indiana University and a 40-year career in education, the Asheville native is making it easier for North Carolina families who face similar financial sacrifices.

In 2004, Capps established the Capps Family Memorial Scholarship to honor her parents and

encourage students who share her interest in education. She specified that candidates must have graduated with good grades from a high school in one of the state's westernmost counties, have a strong interest in teaching middle grades, and truly need financial assistance. The scholarship gives a boost to Western students who will become the next generation of teachers, Capps said. "If you get them well-educated and well-prepared to teach, it's like ripples in water. You never know where their influence will end," she said.

Committed to growing the Capps Family Scholarship with her own gifts, Capps, who retired after teaching at Western for 25 years, is pleased that others have told her they will add to it. "You don't have to endow a scholarship to



Barbara Capps

have an impact. Anything you can give is worthwhile," she said. Remembering her own early difficulties, she said, "We still have students who are first in their families to go to college. Anything we can give them will help, and they will appreciate it."

Staff Forum Establishes Fund for Fellow Workers, Families

It's no secret that staff members at Western work hard every day, usually behind the scenes, to be sure that the university is running smoothly, that students are well-fed, that campus computers are serviced, and that the grounds are manicured. But some staff members are working diligently on another project. Members of the WCU Staff Forum, which provides a staff voice in the university governance structure, are working to endow a new scholarship fund designed to benefit university employees, their children and their grandchildren.

Through individual contributions, including those made via payroll deduction, and through volunteer fundraising activities at Mountain Heritage Day and the Ramsey Center Indoor Yard Sale, the Staff Forum Scholarship Fund is nearing \$10,000, the amount necessary to achieve official status as an endowed fund. The fund took a major step toward that magic mark recently with a \$2,000 secret contribution.

"Although the donor is an SPA employee who wishes to remain anonymous, I can say that this contribution was made in part to help encourage other employees to give," said Terry Riouff, preventive maintenance coordinator and former chair of Staff Forum. And while not everyone can afford to make such a large single contribution, payroll deduction offers employees the chance to give significant amounts of money over an extended period of time, without feeling the financial pinch of a large one-time gift. Staff members may make contributions to the Staff Forum Scholarship Fund as part of the Campaign for Western.

"We realize that times are tough for staff members, but even a small monthly contribution of \$5 through payroll deduction will go a

long way toward achieving our goal of being able to start awarding scholarships to deserving students," said Riouff, who now chairs the University Advisory Council. And, by contributing to the fund, faculty and staff will be helping one of their own. "As the father of a

college student, I know the value and expense of a college degree," he said. "That is why I contribute to the Staff Forum Scholarship Fund. If my monthly donation can help someone who might not otherwise be able to afford a Western education, it is a win-win situation."

Q&A full Q&A online at campaign.wcu.edu

Q: Why are Western's faculty and staff being solicited in this campaign?

A: Those closest to the university, and ultimately responsible for its well-being, should be among its most committed and exemplary supporters. A strong showing from the "family" sends an important message to other prospective donors about the importance of the campaign to the university. The strength of the university and its future begins within our confines, whether they are classrooms, offices, or shops.

Q: Western is a public institution; why does the university need private support?

A: Less than half (42.8 percent last year) of the university's operating budget comes from the state. The rest of our budget is provided by tuition, fees, various revenue-generating activities, grants, contracts and private gifts. Increasing the level of our support will enable us to compete for quality students through scholarships and to increase support for unmet needs in all program areas of the university. Ultimately, we strengthen the university and we all benefit.

Terry Riouff



YOU DECIDE where your gift will have the greatest impact!

All Gifts Count

Every gift is important as we work together to increase the amount of money available for scholarships and program support for Western. As you consider your interests and your ability to invest in the future of our students, please review the following samples and choose the option that works best for you.

Pledge samples at 1 percent per year for 4 years:

annual salary x 1%	\$25,000 x 1% \$20.83 per month	\$60,000 x 1% \$50.00 per month
gift per year x 4 years	\$250 x 4 years	\$600 x 4 years
total gift to campaign	\$1,000	\$2,400

Please use the form below or call the Office of Development at 227-7124 to make your pledge.



227-7124
CAMPAIGN.WCU.EDU

MY COMMITMENT TO THE CAMPAIGN FOR WESTERN

Full Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

CHOOSE WHERE YOUR GIFT GOES You may choose from among the following or any program you wish to support.

- ☐ **Loyalty Fund** for the general merit-based scholarship fund in the amount of \$ _____ per month **OR** _____ per year.
- ☐ **Staff Forum Scholarship Fund** for the children of University staff in the amount of \$ _____ per month **OR** _____ per year.
- ☐ **Alumni Scholarship Fund** for children/grandchildren of alumni in the amount of \$ _____ per month **OR** _____ per year.
- ☐ **Catamount Club** for the general athletic scholarship fund in the amount of \$ _____ per month **OR** _____ per year.
- ☐ _____ College in the amount of \$ _____ per month **OR** _____ per year.
- ☐ _____ program in the amount of \$ _____ per month **OR** _____ per year.
- ☐ _____ other \$ _____ per month **OR** _____ per year.

Hundreds of existing WCU scholarships, special initiatives and programs in each college need and deserve your private support. A full listing is available at <http://campaign.wcu.edu>.

YOUR GIFT (Total amount from list above)

- ☐ \$ _____ Check Enclosed. Made payable to WCU Foundation.
- ☐ \$ _____ Monthly Payroll Deduction for _____ years. We will contact you for details.
- ☐ \$ _____ Annual Commitment/Non-Payroll Deduction for _____ years.

TOTAL CAMPAIGN COMMITMENT \$ _____

The Development Office can provide information on how you can establish a fund to honor a colleague, loved one or friend.
My gift is in honor or memory of _____
Names of other individuals who might wish to support Western _____

Please let us know if you would consider including Western in your estate plan. Estate gifts can be included now as part of your gift to the Campaign. The University also can accept credit-card gifts and gifts of stock or real property. Contact Brett Woods, Director of Campus Campaign and Special Gifts (bwoods@email.wcu.edu) for information on the many ways to support Western.

Signature _____ Date _____
Please return this form to: Western Carolina University Development Office; 408 HFR Administration Building; Cullowhee, NC 28723